PROJECT NUMBER: 4022
PROJECT TITLE: International Product Development
PERIOD COVERED: July, 1988
WRITTEN BY: A. H. Confer

I. PROJECT TOLSTOY (VARIOUS COUNTRIES)

A. **Objective**: Develop an upscale Russian-style cigarette.

B. **Results**: Prototypes at 10% and 20% ventilation have been requested in the 30 mm tube/19 mm filter/35 mm tobacco configuration.

C. **Plans**: Due to the 12-18 month lead time required to modify equipment for producing the above configuration, a 19.5 mm tube/12 mm filter/52.5 mm tobacco configuration will be explored.

II. PROJECT DRAGON (PRC)

A. **Objective**: Develop a "blended" KS cigarette to be a non-PM trademark owned and manufactured by CNTC. Tar targets: 17-19 mg. (GCF-2 factory), and less than 15 mg. (ZCF factory).

B. **Results**: A book summarizing blends, casings/flavors, and cigarette construction for the proposed prototypes was prepared and presented to GCF-2 management.

C. **Plans**: It was agreed that GCF-2 would make laboratory-scale samples for their subjective evaluations. Richmond will supply sample quantities of the leaf grades and casings/flavors necessary for making the prototypes.

III. PROJECT AVALON (ASIA)

A. **Objective**: Define and develop product(s) to fit the Avalon marketing campaign.

B. **Results**: An additional 25 prototypes were fabricated (1 blend, 3 casing systems, various aftercut flavors), and subjective screening is underway.

C. **Plans**: Selected prototypes will be sent to Hong Kong in early August.

IV. PROJECT FAMOUS (VARIOUS COUNTRIES)

A. **Objective**: Optimize Chesterfield as a worldwide competitor to Camel.

B. **Results**: A meeting was held to review consumer test results and plan further testing.

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C. **Plans**: It was agreed to test Prototype N2, modified Prototype B4, and French/Italian Chesterfield vs. market Camel in France, Switzerland, and Germany in October.

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